Marketing Perceptions, Inc.

Bette Levine
President

November 25, 1992

Mr. Alejandro Lopez
Philip Morris Corporation
120 Park Avenue
New York, NY 10017

Dear Alejandro:

The following details specifications, timing and costs for conducting qualitative research among young adult smokers for New Flavor Exploratory.

We will conduct a total of four (4) mini-focus groups on Wednesday, December 16 in Chicago, IL. Three (3) groups will be conducted among females and one (1) group will be conducted among males. All respondents will be between the ages 18-24. All will smoke filter, king size, full-flavor or light cigarettes most often. Each group will contain an equal representation of the following:

- Menthol brand smokers (Newport, Kool's, or a menthol of any brand)
- Occasional menthol smokers (Usually smoke non-menthol)
- Those who used to smoke menthol but now smoke non-menthol

Each group will be scheduled to last 1 hour. Groups will be conducted at 4:00 pm, 5:00 pm, 6:00 pm and 7:00 pm.

A summary report of findings will be available no later than December 23, 1992.

Costs are estimated at $15,875 ± 10%, inclusive of all research-related expenses and fees, travel, and facility food expenses for respondents and viewing clients.

I trust this meets with your approval.

Sincerely,

Bette Levine

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Source: https://www.industrydocuments.ucsf.edu/docs/jxmj0004